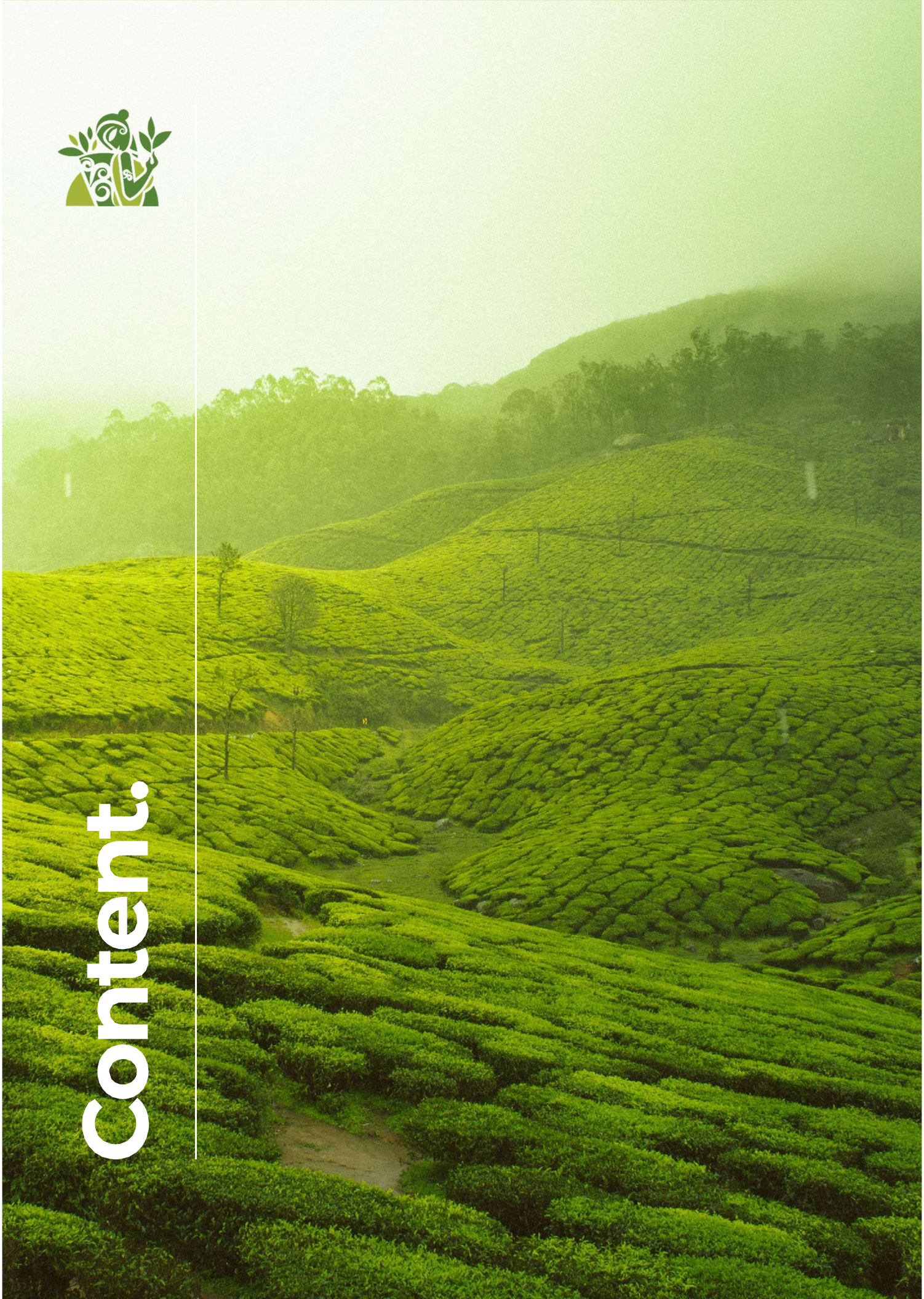
trustea

ENVIRONMENT • SAFETY • LIVELIHOODS

Communication and Branding Guidelines



Content.



Brand Guidelines Content.

Background 04

Objective 05

Scope 06

Format 08

trustea's boilerplate 09

Font Style 10

Authorization 12

Logotype 14

Dos and Don'ts 17

Communication 25

Social media 27

Stakeholder's 28

Queries 29

Annexure A 30

Background.

The trustea program's mandate is to promote and facilitate the sustainable transformation of the Indian tea industry, based on globally accepted sustainability principles by managing and implementing the trustea code. The program focuses on soil conservation and management, water management, fertilizer management, crop protection, food safety, health, safety and welfare of the workers, working conditions and labor rights, biodiversity and environmental management, waste, and pollution management. The Code has clear social and environmental objectives including protection and preservation of the environment, developing and imparting training and education programs, which will have a beneficial impact on the social, environmental and sustainability issues of the Indian tea industry, and social welfare and improvement of livelihood of workers and small growers.

Towards strengthening trustea's mandate on sustainability, 'trustea Sustainable Tea Foundation' has been incorporated. The Foundation has been registered under 'Section 8' of the Company's Act. The Foundation will be managing the trustea Program independently. For further information on trustea program, please visit www.trustea.org

Objective.

This document will serve as a guide for all communication materials concerning trustea, and will ensure:

- Consistency in all external communications
- Standard format/ template used across all communication materials

This document is designed to protect the value and integrity of the trustea logo/ brand by ensuring accuracy and consis¬tency in its usage



Scope.

The document applies to all communication materials developed by trustea and/or its partners on behalf of trustea, including:

- Reports
- Newsletters
- Brochures
- Pamphlets
- Banners, standees, event backdrops, mailers, etc.
- Press releases
- Contracts and annexures
- Program statements
- trustea Website
- Social media posts
- Advertisements in print/ TV/ Social Media




Annual
Report


GREEN TEA
Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.
Shaun Kiernan • 2:11
Maecenas sed diam eget risus varius blandit sit amet non magxna. Curabitur blandit tempus porttitor. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a...
See more
Kaitlin Root • 2:13
Vivamus laoreet rutrum faucibus dolor auctor.

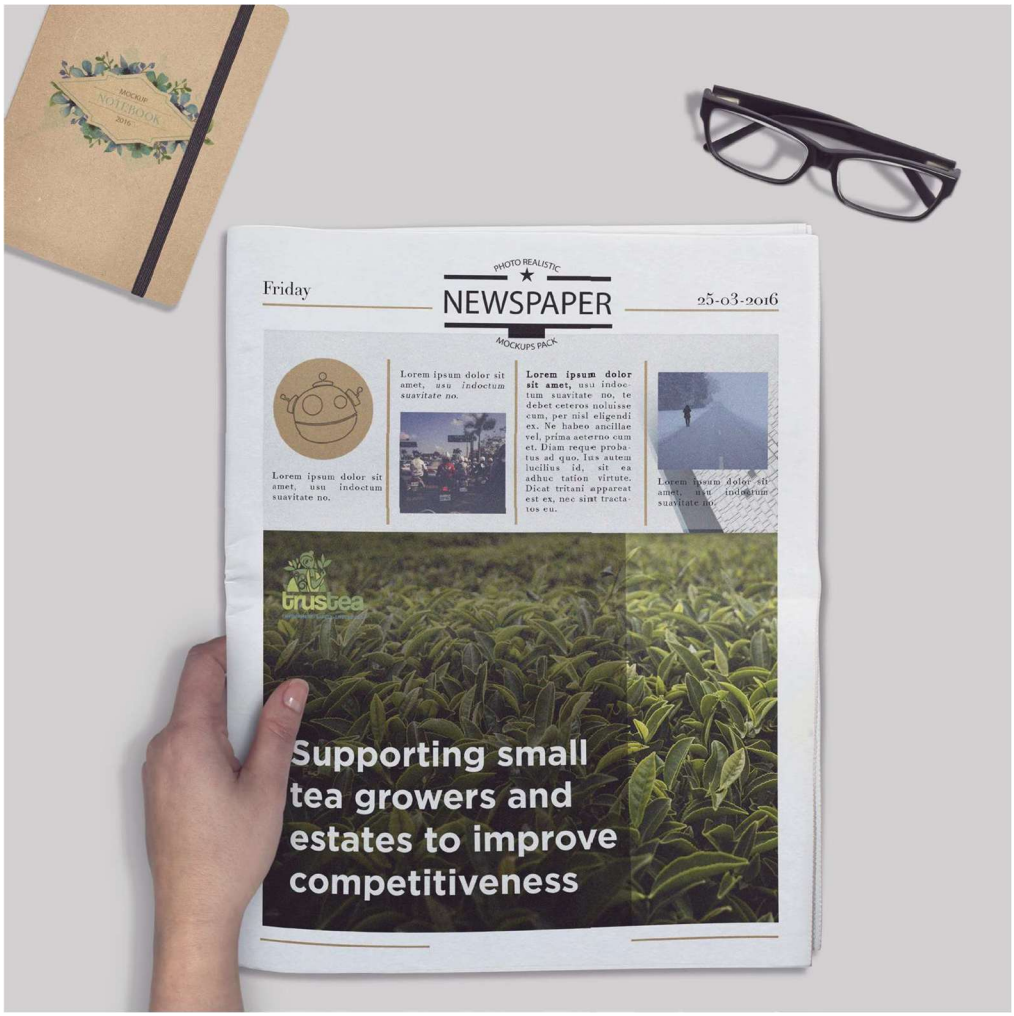


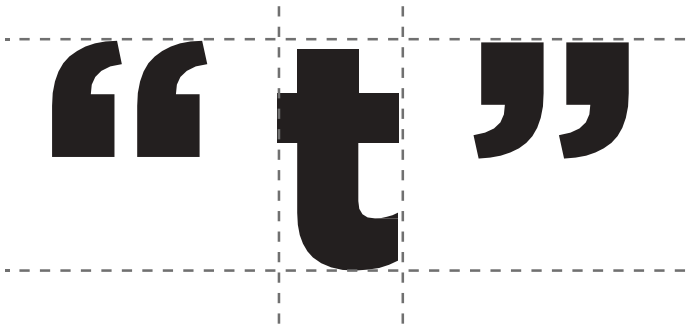
PHOTO REALISTIC
NEWSPAPER
MOCKUPS PACK
Friday
25-03-2016
Supporting small tea growers and estates to improve competitiveness

Format.

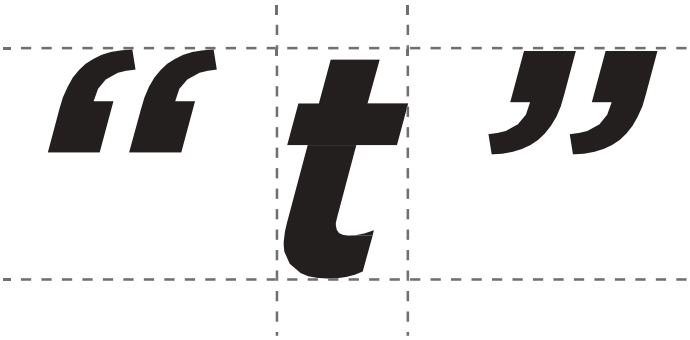
For ‘trustea Sustainable Tea Foundation’

While mentioning for the first time in a document, trustea should be written (in full) as ‘trustea Sustainable Tea Foundation’

trustea is always written with small

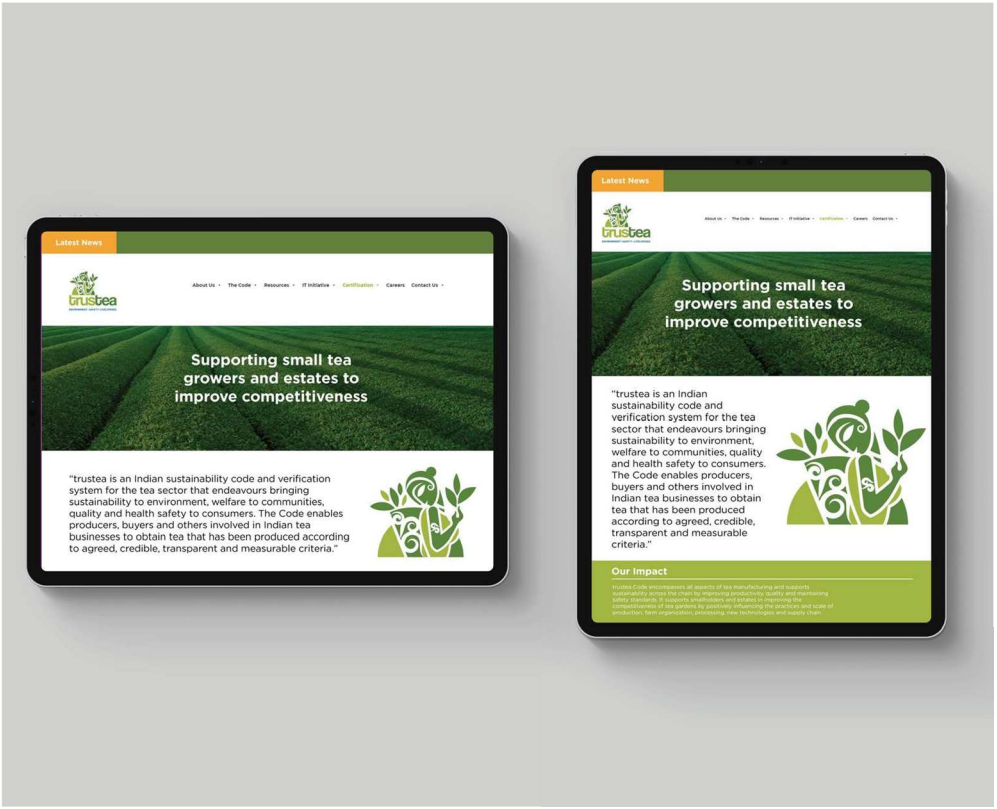


and in *italics*.



trustea's boilerplate.

The following boilerplate (standard text for trustea) for trustea should be used to introduce trustea in all the communication materials including websites, reports etc.



"trustea is an Indian sustainability code and verification system for the tea sector that endeavours bringing sustainability to environment, welfare to communities, quality and health safety to consumers. The Code enables producers, buyers and others involved in Indian tea businesses to obtain tea that has been produced according to agreed, credible, transparent and measurable criteria."

Towards strengthening trustea's mandate on sustainability, 'trustea Sustainable Tea Foundation' has been incorporated. The Foundation has been registered under 'Section 8' of the Company's Act. The Foundation will be managing the trustea Program

Font Style.

Gotham
Primary Typeface Weights

AaBbCcDd
EeFfGg
Hhli0123456789
(+;%@*)

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*”)

Italic.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvW wXxYyZz
0123456789 (&?!/,:;-_”)*

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*”)

Arial
Optional Typeface Weights

AaBbCcDd EeFfGg Hhli0123456789 (+;%@*)

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*”)

Italic.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_”)*

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*”)

Authorization.

Who are authorised to use the trustea logo?

The trustea logo may be used by Commercial Partners (CPs), Implementation Partners (IPs), trustea verification certificate (VC) holders, provided they have the proper written arrangements and permissions. Any unauthorised use of the logo is strictly prohibited. trustea reserves the right to take legal action against any party that uses the trustea logo without prior permission.

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The Verification Certificate (VC) holders can use trustea logo for the below noted purposes only:

Depiction on wholesale tea packs/bags of verified tea in addition to the trustea tagline on the side panels of the wholesale packet.	Official stationery items used to promote marketing relationships	At the entrance to verified tea garden/ factory

With the transition of trustea and establishment of the foundation, the logo will now be used for branding on retail packaging.



The trustea logo can also be used by media professionals and publishers for illustrative purposes. Organizations and individuals, who wish to promote their association with trustea, may use the logo provided they have the proper written arrangements and permissions.

Publications and websites which use the logo, must place it in the vicinity of the article or mention the trustea program alongside the trustea logo.

In cases, where the logo is used to promote relationship/ collaboration with trustea, the logo must be accompanied by an approved statement mentioning the nature of relationship with trustea. The qualifying statement must not, in any way be used to misconstrue an endorsement or a verification by trustea. Following is an example of the qualifying statement on the nature of relationship with trustea:

'xx% of the tea used by <partner brand> is sustainably sourced from trustea'.

Logotype.

Requirements for using trustea brand/ logo

The trustea Logo may be used for internal or external communications pertaining to trustea. Use of this logo is restricted to communications issued by trustea itself, and in cases where the logo is used to promote a relationship or collaboration with trustea, the logo must be accompanied by an approved statement mentioning the nature of relationship with trustea.

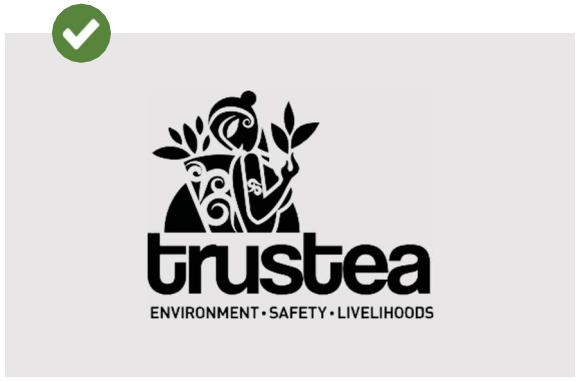
Coloured logo

Coloured logo (in its original form) should be used where ever possible



Black logo

Con ni num nos venduntis ese volenet uriora voloria ndipsae voluptatum arunt. Abor anihicit a doluptatur reped ut offic te doluptatium sequas.



White logo

Con ni num nos venduntis ese volenet uriora voloria ndipsae voluptatum arunt. Abor anihicit a doluptatur reped ut offic te doluptatium sequas.



Placement of trustea tagline



Material: Polypropylene

The trustea tagline should appear on the bottom right of the bag. The height of the tagline should not be less than 6.5cm on the physical bag. The trustea tagline must always be positioned in such a manner that it does not compete with existing text, graphics, images or certification marks.



Material: Paper laminated

The trustea tagline should appear on the bottom right of the bag or on the two vertical panels on the side, thereby ensuring its visibility when the bags are stacked. The height of the tagline should not be less than 6.5cm on the physical bag. The trustea tagline must always be positioned in such a manner that it does not compete with existing text, graphics, images or certification marks.

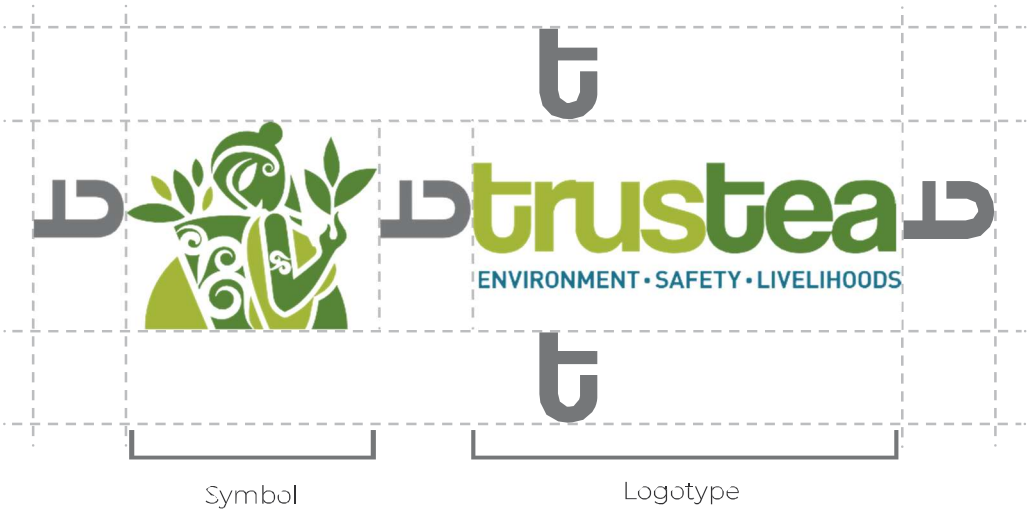


Placement of the logo

The trustea logo should be placed in such a way that it does not compete with existing text, graphics or images, or any other certification marks. The trustea logo should be positioned to maximize visibility and recognition.



Towards ensuring high visual impact of the trustea logo, a space around the logo corresponding to the height of 't' must be maintained across all four sides of the logo. No other elements should appear in this space



Dos & Don'ts.

Dos & Donts

To avoid inconsistent reproduction use the logotype artwork provided. Do not recreate any aspect of the wordmark or icon. Always use the brandmarkartwork provided for accurate reproduction.

Rotation

Do not rotate the brandmark artwork.



Scale

Do not scale the brandmark disproportionately.



Recreate

Do not recreate any aspect of the wordmark or icon. Only ever use the supplied brandmark artwork.





Independent brandmark elements

Never use the wordmark independently. The brandmark should always include the wordmark and icon.



Colour

Do not try to recreate the brandmark in alternative colours. Only use the supplied artwork for accurate reproduction and consistent brand application.



Effects

Do not apply effects, such as drop-shadows, or overlays to the brandmark.



Crop

Do not crop the brandmark.
It should be visible in its entirety at all times.



Background colour

Only place the brandmark on approved background colours i.e. white, light grey and dark grey.



Insufficient Contrast

Do not place the brandmark on backgrounds of insufficient contrast. Ensure the correct brandmark is used for maximum legibility.



Background of the logo

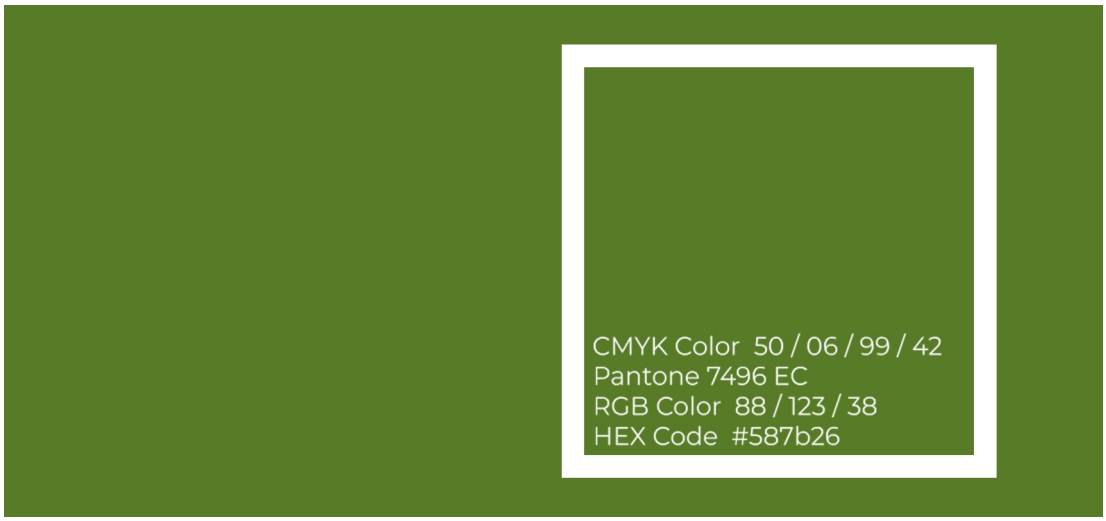
Background colours and patterns should not appear through the trustea logo. The trustea logo must be set on a white interior background, with a white outline around the edge to ensure it stands out from the background. The trustea logo should be set within a white or neutral box with an approved qualifying statement. The text should be at least 50 percent of the size of the logo and appear within the box.





Colour of the logo

Color 1



Color 2



File formats of the logo

The following file formats should be used for trustea logo.



EPS – Optimum format for printing purposes



Most favourable for websites and low-resolution applications although does not retain transparency



Best used in word documents and retains transparency

Placements of trustea logo in Word file format

The horizontal space will be divided into 5 segments. The trustea logo will occupy a 1:5 area, and may be placed at the top right or bottom right corners of the layout.
If the logo is placed on the top right/ bottom corner, the area above/ below and to the right of the logo must maintain a space corresponding to the height of the 't' as appearing in the trustea logo, as illustrated below:



Approval process for the use of trustea logo

For usage of trustea's logo, the approval process depicted below should be followed by IPs/ CPs:

IPs/ CPs may develop branding concept requiring usage of trustea's logo in their communications such as website, printed collaterals, events, press release etc.



Subsequently, the IPs/ CPs are expected to email the draft plan having the proposed usage of trustea logo for approval to comms@trustea.org. Any usage of the trustea logo requires written pre-approval over email.

comms@trustea.org.

trustea reviews the branding concept and gets a written agreement developed. In case some elements/ information are missing or incorrect, the IPs/ CPs is notified by trustea through e-mail.

Draft communication containing trustea logo is shared by IPs/ CPs with trustea for reviewing.

trustea makes every effort to review and respond to submission latest by three working days.

Once the promotional piece is in compliance with all of the elements required by the rules and guidelines, trustea sends formal approval to the IPs/ CPs with a copy of the approved usage of the logo.

The IPs/ CPs must retain a copy of the documented approval as it may be requested by trustea in the future.



Note: An entity interested in using trustea's logo must fill and email the form provided at 'Annexure A' to **comms@trustea.org** and **padiya@trustea.org**. The entity must adhere to trustea's Communication and Branding Guidelines. Approvals are for one-time use only; subsequent use of the logo will need to be requested on a new form.

Communication.

Process for developing communication materials

While developing external communication materials pertaining to trustea, IPs/ CPs should work in collaboration with trustea. The process depicted below should be followed for developing a communication material.

IPs/ CPs may develop and initiate design concept.

Subsequently, the IPs/ CPs are expected to email the concept deign with the timelines to comms@trustea.org.

trustea reviews the branding concept and gets the written agreement developed. If any required elements are missing or incorrect, the IPs/ CPs is notified by trustea via e-mail.

Draft communication is shared by IPs/ CPs with trustea for reviewing.

trustea makes every effort to review and respond to submission latest by three working days.

The IPs/ CPs edit as necessary and send the revised material for another review.

The IPs/ CPs edit as necessary and send the revised material for another review.


Document concept designed and initiated by IPs/ CPs
IPs/ CPs inform trustea team on the project and timelines
trustea provide inputs, as required
First draft prepared and shared with trustea
trustea reviews and shares latest by 3 working days
Suggest changes
Review
IPs and CPs work on the draft based on the suggested changes and share with trustea
Sign- off
Document is published

Social media.

Social media guidelines

While posting content related to trustea program over social media platforms such as LinkedIn and Twitter, the following handles of trustea may be referred:

@trustea Sustainable Tea Foundation

@TrusteaF

The following guidelines may be referred to, while tagging trustea on social media platforms:

- Nature of relationship with trustea should be declared.
- Confidential content should never be posted.
- Laws and regulations should be complied with particularly those governing intellectual property rights, including copyrights and trademarks.
- Any defamatory, offensive or derogatory content should be avoided.
- Any misleading content should be corrected/ removed as quickly as possible

Stakeholder's.

Mention of trustea over stakeholder's website

While posting content related to trustea program over stakeholder's website, The following guidelines may be referred to:

- Nature of relationship with trustea should be declared.
- Confidential content should never be shared.
- Laws and regulations should be complied with particularly those governing intellectual property rights, including copyrights and trademarks.
- The page should be hyperlinked to trustea's webpage.

Queries.

Queries on communications

Any communications pertaining to trustea may be directed to



comms@trustea.org

Annexure A.

Form for requesting trustea's logo usage

An entity interested in using trustea's logo must fill and email the form provided at 'Annexure A' to **comms@trustea.org** and **padiya@trustea.org**. The entity must adhere to trustea's Communication and Branding Guidelines. Approvals are for one-time use only; subsequent use of the logo will need to be requested on a new form.

Organisation's Name: _____

Organisation's address: _____

_____

Email Id: _____

Contact number: _____

Format of the logo required: _____

Mention the nature of relationship with trustea: _____

_____

Explain in detail why a logo is being requested (how it will be used):

_____

_____

_____

Date of request: _____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